



THAILAND MEDIA LANDSCAPE

www.themediavantage.com



Country Overview

THE ONLY SOUTHEAST ASIAN NATION THAT DID NOT ENCOUNTER EUROPEAN COLONIZATION

Overview of Thailand



CAPITAL
Bangkok

REGION
Asia

GDP PER CAPITA, PPP
\$19,234

GDP
\$544 billion

POPULATION
69,625,581

AREA
513,120 SQ.KM

Originally known as Siam, the kingdom was unified in the mid-14th century and became a constitutional monarchy in 1932 after a nonviolent revolution.

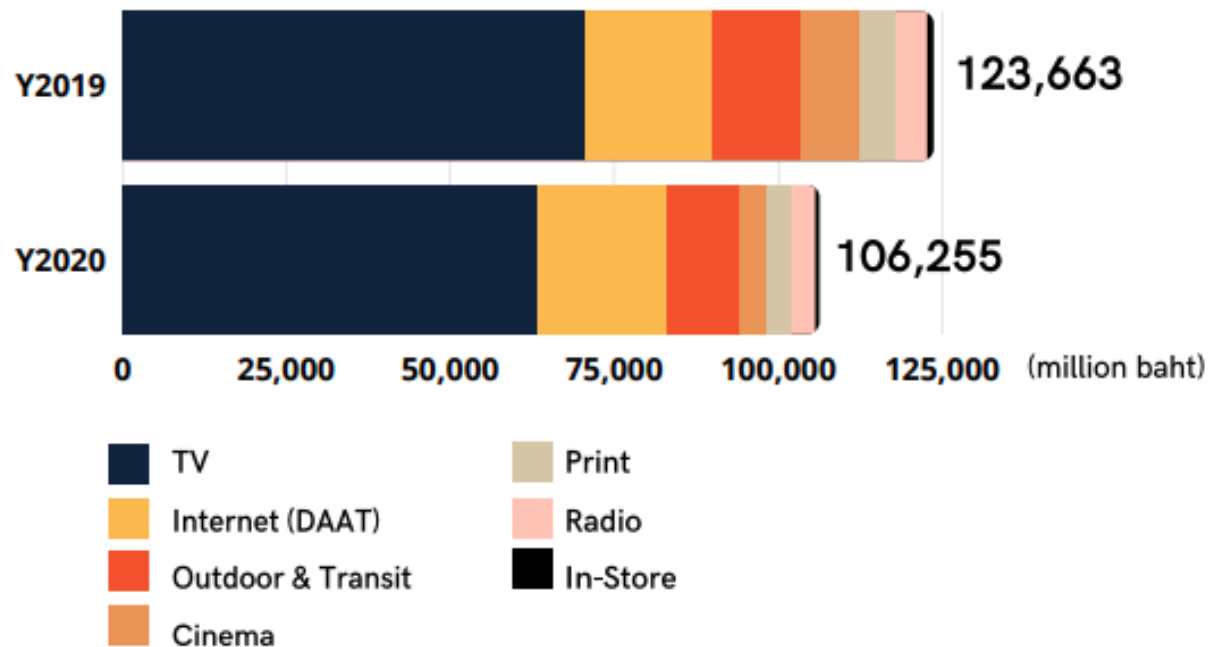
It is the world's largest exporter of rice and a leader in textiles, tin and electronics.

Thailand is one of the world's most visited countries, though tourism accounts for just 7 percent of gross domestic product.

Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY

Advertising spend (Dec 2019 vs Dec 2020)



Digital is on a steady growth



TV is the most consumed media



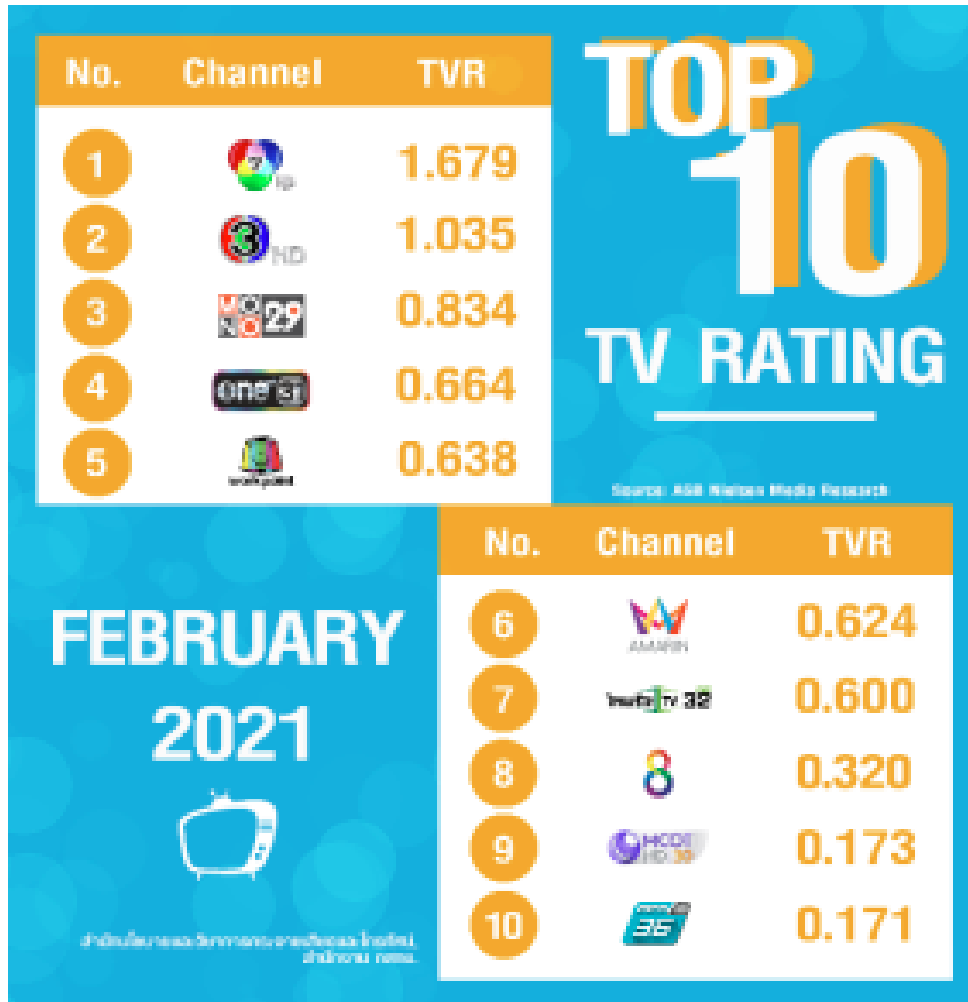
Radio remains a popular media



Print still holds ground with loyal readers

TV Consumption

TV AS A MEDIUM WILL STILL BE IN WIDESPREAD USE IN THAILAND FOR THE NEXT DECADE



April 2020 saw the highest average viewing hours across the nation at 4.26 hours per day.

According to Nielsen TV audience measurement's data, the top five terrestrial channels that gain the most popularity in 2021 are Channel 7 (7HD), Channel 3 (3HD), Mono 29, One 31 Channel and Workpoint TV, respectively.

TV Consumption

TOP BROADCASTERS IN THAILAND

Channel 7



The Channel 7 is a Thai free-to-air television network that was launched on 27 November 1967. It is the first color television broadcast in Mainland Southeast Asia.

Channel 3



Channel 3 or Channel 3 HD is a Thai free-to-air television network that was launched on 26 March 1970 as Thailand's first commercial television station.

Mono 29



Mono 29 is a digital terrestrial television and satellite television channel in Thailand owned by MONO Group, a media and technology giant in Thailand. It offers foreign TV series and films from international studios such as Warner Bros., NBCUniversal and Paramount.

One 31 Channel

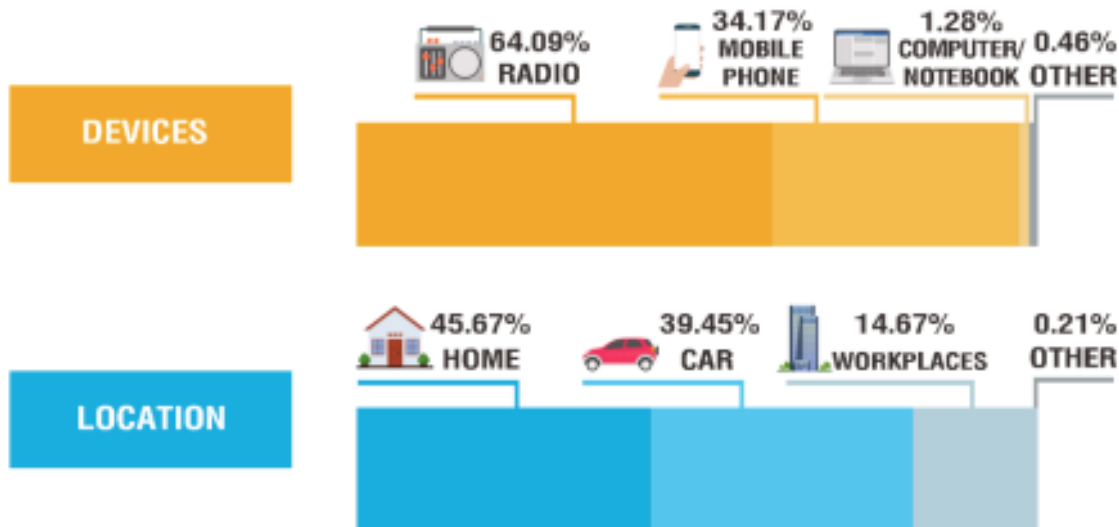


Channel One 31 is a Thai digital terrestrial television channel owned by GMM Grammy. The network offers a variety of content such as drama, variety programs, competition, news and entertainment programs.

Radio Consumption

COVERING 98% OF THAILAND, RADIO REACHES A WIDESPREAD AUDIENCE

Radio listening behavior (2021)



- Thailand has 204 AM stations, 334 FM stations, and six shortwave broadcasters
- The radio market, particularly in Bangkok, is fiercely competitive. There are more than 60 stations in and around the capital
- The total radio advertising spending in February 2021 is approximately 225 million Baht, which is increased by 9 million Baht from January 2021

Radio Consumption

TOP RADIO STATIONS IN THAILAND



COOL Fahrenheit

COOL Fahrenheit is a radio station operated by RS group. COOL Fahrenheit is well-known for easy-listening music. The radio station has been topping the Thai rating chart for up to 20 years. The station broadcasts Thai music on FM 93 around the clock.



HITZ 955

HITZ 955 is a broadcast radio station from Bangkok, Thailand, playing rock, pop, and Hits radio music.



FM ONE 103.5

FM ONE 103.5 is a Thailand based popular radio station playing pop, rock and top 40 music.



Greenwave 106.5 FM

Greenwave 106.5 FM is a Thailand based radio station playing international, country, rock, folk, Thai music etc.

Print Consumption

PRINT AND DIGITAL COMPLIMENT EACH OTHER

Sources of News (2021)



- The print media, which are largely privately run, include a handful of Thai-language dailies, including Thai Rath Daily, Khaosod, and Daily News
- Thai Rath has the highest levels of brand trust
- 75% of the greater generation aged 76 years and older read printed newspapers. In comparison, only 16.7% of generation Z aged 23 years and younger read newspaper in Thailand (2019)

Print Consumption

TOP NEWSPAPERS IN THAILAND



Thai Rath

Thai Rath is a daily newspaper in Thai published in Bangkok and distributed nationwide. The paper is a broadsheet published with two sections. The first section is devoted to news. The second section features coverage of sport and entertainment.



Khaosod

Khaosod is a Thai daily newspaper with national circulation. despite heavy features on crimes, local affairs, and entertainment like other major national newspapers, Khaosod also remains keen on political and social issues



Daily News

Daily News is a Thai-language daily newspaper published in Bangkok and distributed nationwide. It is the 2nd best-selling newspaper in Thailand.

Digital Consumption

THE NUMBER OF INTERNET USERS IN THAILAND INCREASED BY 7.4% BETWEEN 2020 AND 2021



Digital Consumption

THAI SPEND MOST OF THEIR TIME ON YOUTUBE

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB

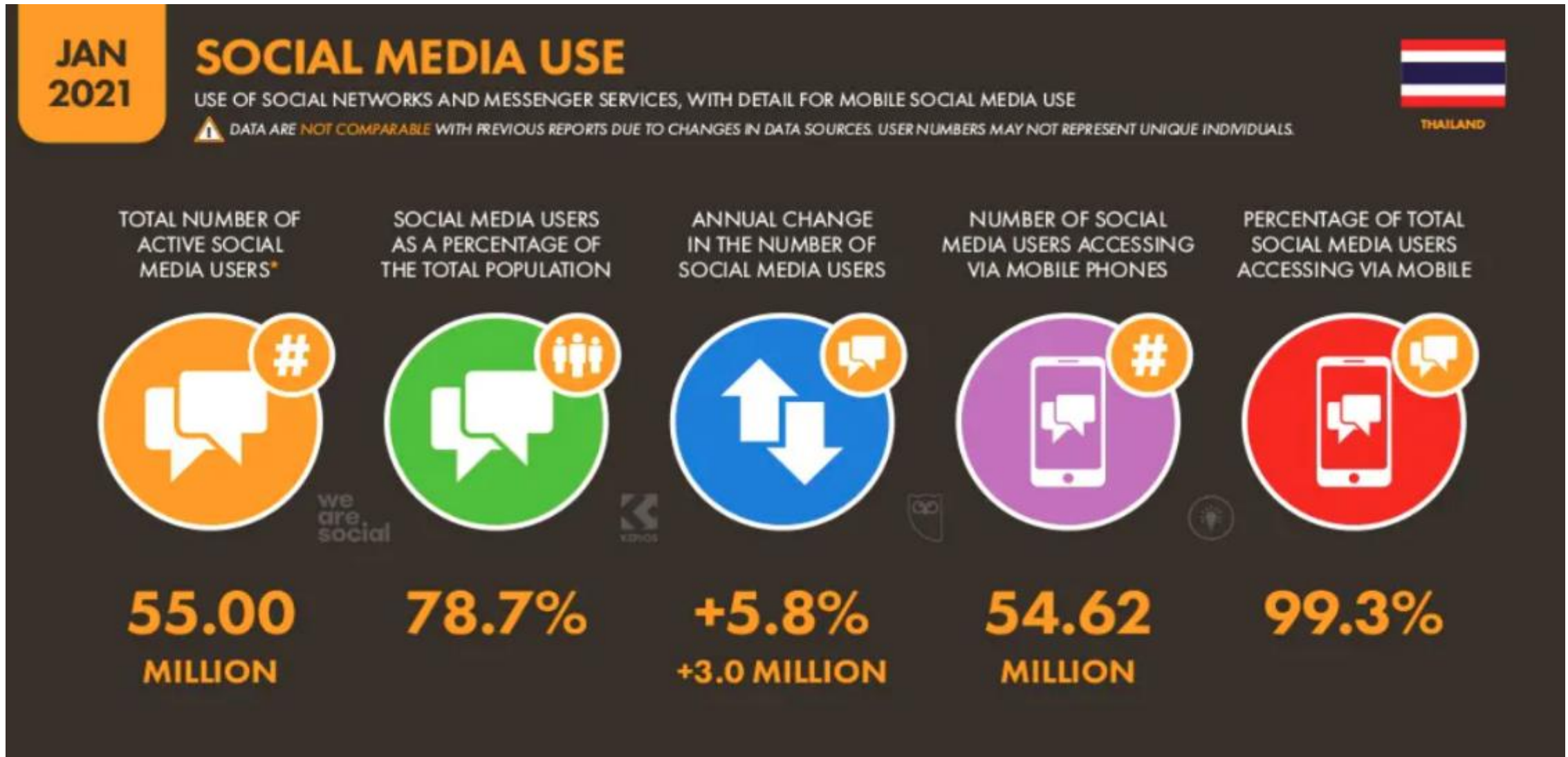


#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	906M	47.3M	9M 54S	7.8
02	YOUTUBE.COM	506M	28.9M	25M 37S	11.9
03	FACEBOOK.COM	486M	39.3M	13M 14S	10.8
04	GOOGLE.CO.TH	105M	10.00M	8M 16S	12.3
05	TWITTER.COM	76.2M	11.1M	13M 26S	19.1
06	PANTIP.COM	67.3M	14.2M	4M 28S	2.8
07	XVIDEOS.COM	63.6M	8.49M	11M 56S	13.0
08	XNXX.COM	57.4M	6.88M	7M 47S	15.4
09	LINE.ME	55.5M	11.3M	4M 44S	2.5
10	SHOPEE.CO.TH	52.3M	10.4M	8M 35S	9.0

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	THAIRATH.CO.TH	50.0M	12.5M	2M 08S	2.6
12	GOOLIN.TH	49.4M	2.72M	5M 10S	2.9
13	SANOOK.COM	44.1M	12.6M	3M 12S	3.5
14	LAZADA.CO.TH	39.8M	10.8M	7M 31S	7.6
15	INSTAGRAM.COM	31.4M	4.85M	8M 57S	16.7
16	KHAOSOD.CO.TH	28.5M	6.38M	2M 50S	2.4
17	KAPOOK.COM	27.4M	7.72M	3M 45S	2.8
18	WIKIPEDIA.ORG	25.9M	8.19M	3M 39S	2.8
19	GOAL.IN.TH	20.8M	1.41M	3M 48S	1.9
20	TRUEID.NET	19.3M	8.74M	2M 53S	2.7

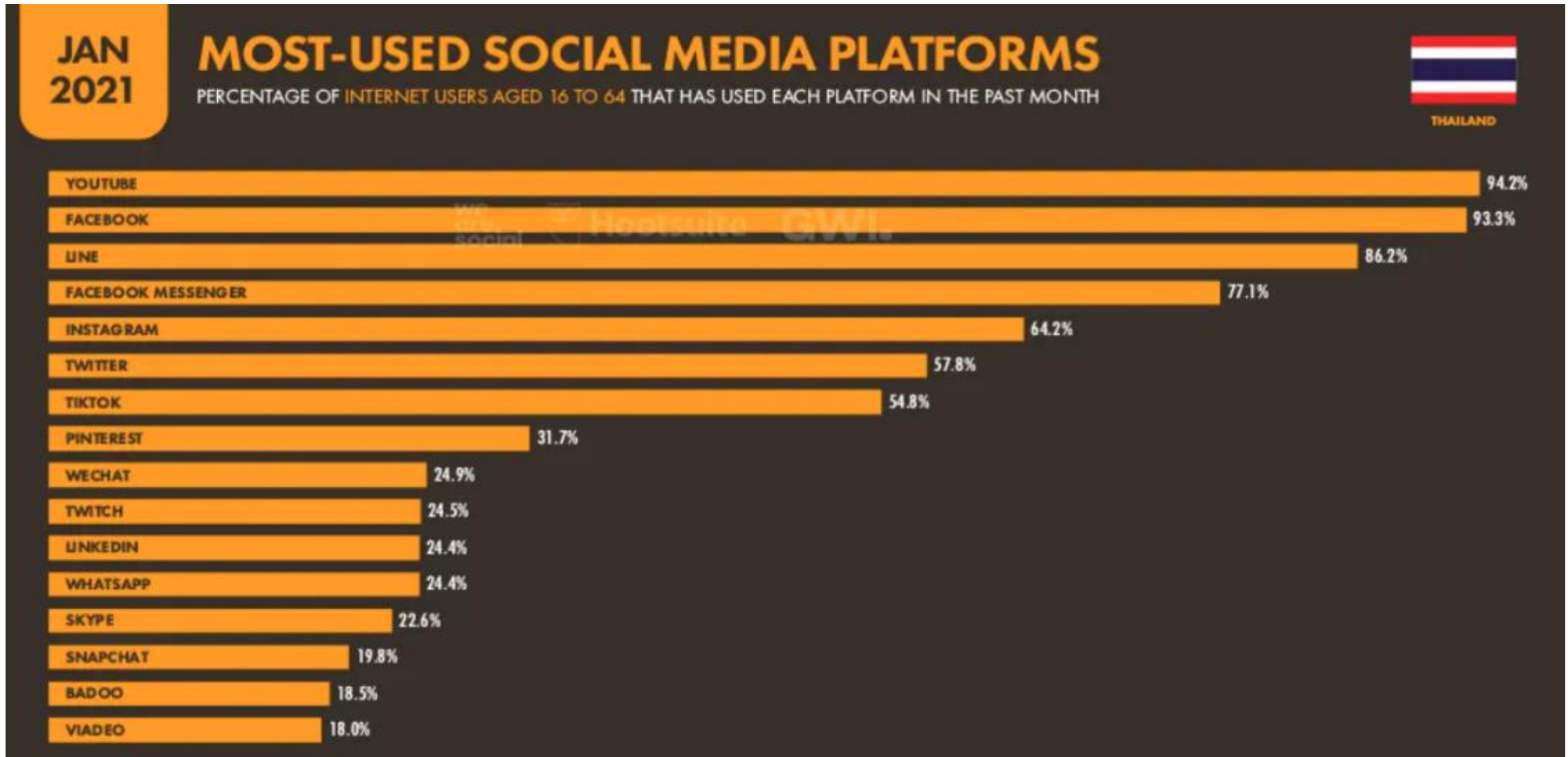
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN THAILAND INCREASED BY 5.8% BETWEEN 2020 AND 2021



Digital Consumption

YOUTUBE IS THE MOST-USED SOCIAL MEDIA PLATFORM FOLLOWED BY FACEBOOK



Outdoor Sites

THAILAND



Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

